

2 of 10

Rep Firm
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL
Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

Sales Remark: V3 RATE NEEDS TO BE \$222
REV
V3 Comment Changed, Rate Changed

Rep Order# 984632 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 583209

Printed: 10/16/2012 10:47 AM
Last Received: 10/16/2012 10:20 AM
Showing Buylines: All Rep Revised Lines

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Station KSTU-TV SALT LAKE CITY, UT

Advertiser () POLITICAL

Product LOVE FOR UT-CD 4

Estimate# C16C22

Buyer Patricia Dome

Phone#

Fax#

Agency () SMART MEDIA GROUP

814 KING ST, SUITE 400

ALEXANDRIA, VA 22314

Agency C/P1/P2/E LOVE/ORDR/C16C22

Flight Dates 10/16/2012 - 10/22/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON

Salesperson () DAN DRISCOLL

Salesperson Phone# 202-955-5342

Salesperson FAX# 917-206-9589

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*18	M	5A-530A	GOOD DAY UTAH	:30	\$350.00	10/22-10/22	1	1	1	\$350.00	
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Rating: 1.1
Sales Remark: V3 RATE NEEDS TO BE \$350
REV
V3 Comment Changed, Rate Changed

	*19	TU	530A-6A	GOOD DAY UTAH	:30	\$350.00	10/16-10/16	0	0	0	\$0.00	
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Rating: 1.6
Sales Remark: V3 PASSED LOG DEADLINE, MV TO DIFF DATE. RATE NEEDS TO BE \$350
REV
V3 More than 2 codes changed

	*20	W	530A-6A	GOOD DAY UTAH	:30	\$350.00	10/17-10/17	1	1	1	\$350.00	
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Rating: 1.6
Sales Remark: V3 RATE NEEDS TO BE \$350
REV
V3 Comment Changed, Rate Changed

	*21	TH	530A-6A	GOOD DAY UTAH	:30	\$350.00	10/18-10/18	1	1	1	\$350.00	
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Rating: 1.6
Sales Remark: V3 RATE NEEDS TO BE \$350
REV
V3 Comment Changed, Rate Changed

	*22	F	530A-6A	GOOD DAY UTAH	:30	\$350.00	10/19-10/19	1	1	1	\$350.00	
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Rating: 1.6
Sales Remark: V3 RATE NEEDS TO BE \$350
REV
V3 Comment Changed, Rate Changed

	*23	M	530A-6A	GOOD DAY UTAH	:30	\$350.00	10/22-10/22	1	1	1	\$350.00	
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Rating: 1.6
Sales Remark: V3 RATE NEEDS TO BE \$350
REV
V3 Comment Changed, Rate Changed

Rep Order# 9843632 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 583209

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Station KSTU-TV SALT LAKE CITY, UT
Advertiser () POLITICAL
Product LOVE FOR UT-CD 4
Estimate# C16C22
Buyer Patricia Dome
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E LOVE/ORDR/C16C22
Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*28	TU	7A-8A	GOOD DAY UTAH	:30	\$415.00	10/16-10/16	0	0	0	\$0.00	
Rating: 3.0				Sales Remark: V3 REV								
				V3 Comment Changed, Spots/week Changed								
	*33	TU	8A-9A	GOOD DAY UTAH	:30	\$415.00	10/16-10/16	0	0	0	\$0.00	
Rating: 3.0				Sales Remark: V3 PASSED LOG DEADLINE, MV TO DIFF DATE REV								
				V3 Comment Changed, Spots/week Changed								
	*41	TU	5P-530P	NEWS	:30	\$440.00	10/16-10/16	0	0	0	\$0.00	
Rating: 1.4				Sales Remark: V3 PASSED LOG DEADLINE, MV TO FRI. RATE NEEDS TO BE \$800 REV								
				V3 Comment Changed, Spots/week Changed								
	*42	W	5P-530P	NEWS	:30	\$800.00	10/17-10/17	1	1	1	\$800.00	
Rating: 1.4				Sales Remark: V3 RATE NEEDS TO BE \$800 REV								
				V3 Comment Changed, Rate Changed								
	*43	F	5P-530P	NEWS	:30	\$800.00	10/19-10/19	1	1	1	\$800.00	
Rating: 1.4				Sales Remark: V3 RATE NEEDS TO BE \$800 REV								
				V3 Comment Changed, Rate Changed								
	*44	M	5P-530P	NEWS	:30	\$800.00	10/22-10/22	1	1	1	\$800.00	
Rating: 1.4				Sales Remark: V3 RATE NEEDS TO BE \$800 REV								
				V3 Comment Changed, Rate Changed								

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Product LOVE FOR UT-CD 4
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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Rating: 2.1
Sales Remark: V3 PASSED LOG DEADLINE, MV TO DIFF DATE. RATE NEEDS TO BE \$900
REV
V3 Comment Changed, Spots/week Changed

*45 TU 530P-6P NEWS :30 \$440.00 10/16-10/16 0 0 0 \$0.00
Rating: 2.1
Sales Remark: V3 RATE NEEDS TO BE \$900
REV
V3 Comment Changed, Rate Changed

*46 W 530P-6P NEWS :30 \$900.00 10/17-10/17 1 1 1 \$900.00
Rating: 2.1
Sales Remark: V3 RATE NEEDS TO BE \$900
REV
V3 Comment Changed, Rate Changed

*47 TH 530P-6P NEWS :30 \$440.00 10/18-10/18 0 0 0 \$0.00
Rating: 2.1
Sales Remark: V3 N/A DT NLCS
REV
V3 Comment Changed, Spots/week Changed

*48 F 530P-6P NEWS :30 \$440.00 10/19-10/19 0 0 0 \$0.00
Rating: 2.1
Sales Remark: V3 N/A DT NLCS
REV
V3 Comment Changed, Spots/week Changed

*49 M 530P-6P NEWS :30 \$900.00 10/22-10/22 1 1 1 \$900.00
Rating: 2.1
Sales Remark: V3 RATE NEEDS TO BE \$900
REV
V3 Comment Changed, Rate Changed

*50 SA 5P-530P NEWS :30 \$385.00 10/20-10/20 0 0 0 \$0.00
Rating: 2.2
Sales Remark: V3 N/A, COLLEGE FOOTBALL
REV
V3 Comment Changed, Spots/week Changed

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Product LOVE FOR UT-CD 4
Estimate# C16C22
Buyer Patricia Dome
Phone#
Fax#

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LT Ln Day Time Program

Len

Rate

Dates

Spots/Week

of Weeks

Total Spots

Total Cost

Daypart

*52 TU 10P-1030P SEINFELD
Rating: 2.4

Sales Remark: V3 PASSED LOG DEADLINE, MV TO DIFF DATE. RATE NEEDS TO BE \$660
REV
V3 Comment Changed, Spots/week Changed

*53 W 10P-1030P SEINFELD
Rating: 2.4

Sales Remark: V3 RATE NEEDS TO BE \$660
REV
V3 Comment Changed, Rate Changed

*54 TH 10P-1030P SEINFELD
Rating: 2.4

Sales Remark: V3 RATE NEEDS TO BE \$660
REV
V3 Comment Changed, Rate Changed

*55 M 10P-1030P SEINFELD
Rating: 2.4

Sales Remark: V3 RATE NEEDS TO BE \$660
REV
V3 Comment Changed, Rate Changed

*56 SA 10P-1035P SEINFELD
Rating: 2.0

Sales Remark: V3 N/A, SHOW IS FOOTBALL FEVER, RATE NEEDS TO BE RVSD.
REV
V3 Comment Changed, Spots/week Changed

*57 SU 10P-1030P SPORTS PAGE
Rating: 2.8

Sales Remark: V3 RATE NEEDS TO BE \$550
REV
V3 Comment Changed, Rate Changed

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Product LOVE FOR UT-CD 4
Estimate# C16C22
Buyer Patricia Dome
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E LOVE/ORDR/C16C22
Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL
Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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*58 TU 9P-1005P NEWS :30 \$1,650.00 10/16-10/16 0 0 0 \$0.00
Rating: 5.2
Sales Remark: V3 PASSED LOG DEADLINE, MV TO DIFF DATE. RATE NEEDS TO BE \$2600
REV
V3 Comment Changed, Spots/week Changed

*59 W 9P-1005P NEWS :30 \$2,600.00 10/17-10/17 1 1 1 \$2,600.00
Rating: 5.2
Sales Remark: V3 RATE NEEDS TO BE \$2600
REV
V3 Comment Changed, Rate Changed

*60 TH 9P-1005P NEWS :30 \$2,600.00 10/18-10/18 1 1 1 \$2,600.00
Rating: 5.2
Sales Remark: V3 RATE NEEDS TO BE \$2600
REV
V3 Comment Changed, Rate Changed

*61 M 9P-1005P NEWS :30 \$2,600.00 10/22-10/22 1 1 1 \$2,600.00
Rating: 5.2
Sales Remark: V3 RATE NEEDS TO BE \$2600
REV
V3 Comment Changed, Rate Changed

*64 TU 630P-7P SEINFELD :30 \$450.00 10/16-10/16 0 0 0 \$0.00
Rating: 1.4
Sales Remark: V3 PASSED LOG DEADLINE, MV TO WED. RATE NEEDS TO BE \$660
REV
V3 Comment Changed, Spots/week Changed

*65 W 630P-7P SEINFELD :30 \$660.00 10/17-10/17 1 1 1 \$660.00
Rating: 1.4
Sales Remark: V3 RATE NEEDS TO BE \$660
REV
V3 Comment Changed, Rate Changed

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Station KSTU-TV SALT LAKE CITY, UT
Advertiser () POLITICAL
Product LOVE FOR UT-CD 4
Estimate# C16C22
Buyer Patricia Dome
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E LOVE/ORDR/C16C22
Flight Dates 10/16/2012 - 10/22/2012
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Rep Firm
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Salesperson Phone# 202-955-5342
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*66	TH	630P-7P	SEINFELD	:30	\$450.00	10/18-10/18	0	0	0	\$0.00	
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Rating: 1.4
Sales Remark: V3 NO SEINFELD, MLB IS AIRING
REV
V3 Comment Changed, Spots/week Changed

	*67	M	630P-7P	SEINFELD	:30	\$660.00	10/22-10/22	1	1	1	\$660.00	
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Rating: 1.4
Sales Remark: V3 RATE NEEDS TO BE \$660
REV
V3 Comment Changed, Rate Changed

	*68	SA	6P-630P	SIMPSONS	:30	\$400.00	10/20-10/20	0	0	0	\$0.00	
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Rating: 2.7
Sales Remark: V3 N/A, COLLEGE FOOTBALL
REV
V3 Comment Changed, Spots/week Changed

	*69	SA	630P-7P	SEINFELD	:30	\$400.00	10/20-10/20	0	0	0	\$0.00	
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Rating: 3.5
Sales Remark: V3 N/A, COLLEGE FOOTBALL
REV
V3 Comment Changed, Spots/week Changed

	*70	SU	530P-6P	30 ROCK	:30	\$385.00	10/21-10/21	1	1	1	\$385.00	
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Rating: 1.3
Sales Remark: V3 RATE NEEDS TO BE \$385
REV
V3 Comment Changed, Rate Changed

---REPORT TOTALS---
Report Totals: 26 / \$19,695.00

---SALES MONTHLY TOTALS---

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Station KSTU-TV SALT LAKE CITY, UT

Advertiser () POLITICAL

Product LOVE FOR UT-CD 4

Estimate# C16C22

Buyer Patricia Dome

Phone#

Fax#

Oct 12: 54 / \$40,670.00

Sales Totals: 54 / \$40,670.00

Station Totals: 54 / \$40,670.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals

\$133,563

Agency () SMART MEDIA GROUP

814 KING ST, SUITE 400

ALEXANDRIA, VA 22314

Agency C/P1/P2/E LOVE/ORDR/C16C22

Flight Dates

Hiatus Weeks

10/16/2012 - 10/22/2012

Rep Firm

Sales Office ()

Salesperson ()

WASHINGTON

DAN DRISCOLL

Salesperson Phone# 202-955-5342

Salesperson FAX# 917-206-9589

CABL	0%	KDLU	0%	KJZZ	1%	KSL	24%	KSTU	30%
KTVX	16%	KUCW	0%	KUTV	26%	UNKB	0%	UNKN	0%

Books null
Demos RA35+